

NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York 20, N.Y.

CIRCLE 7-8300

10 May 1950

Mr Howard Eaton, Jr  
Program Director  
Yale Broadcasting Company, Inc  
Box 242-A, Yale Station  
New Haven, Conn

Dear Mr Eaton:

Thanks for your note of May 1 listing three of your disc jockeys, including yourself.

I would appreciate receiving the additional list you mentioned.

We are, at the present time, merely in the audition stage of a proposed disc jockey program for a national sponsor. Should we sell this program idea, we would feature each week some teen-age disc jockey from some section of the country. The idea is to feature an embryonic disc jockey rather than a commercial disc jockey. Some young person who is doing an excellent job either on a local commercial station or a school or college station. We mean to stick strictly to teen-age. In the case of college stations, we realize that some of the boys are apt to be 20, 21 or 22, yet non-professional.

Guest appearances on the program would be brief. However, when a guest appearance is made, the teen-age disc jockey would have the opportunity of meeting some of the bigger names in the music business.

Cordially yours,

Gordon H. Mills

GHM:ms

